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COURAGEOUS LEADER

PERS  NIFY
LEADERSHIP PROGRAM

*“Common reactions
are what make us human.
Uncommon choices are
what make us courageous.”*

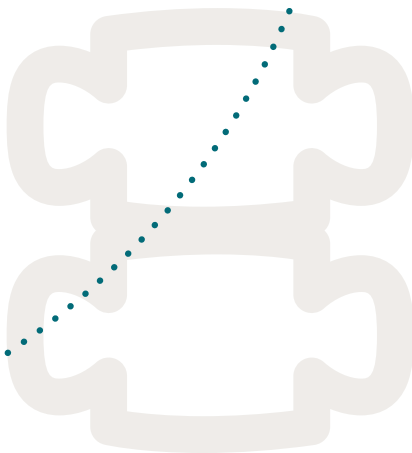
Angela Sebaly



Do you have the Spine to Lead Courageously?

In leadership, we don't get to cop out when things get hard. If we do, we suffer bigger consequences with larger impact. When we don't address a problem, it has a cascading effect because our actions do not just affect us alone - ever. Others are watching what we do and listening to what we say, their goal being to observe and determine how we will lead when faced with tough times. Even though some of us are uneasy with the discomfort of a tough task, we are all held to the same standard. Leaders are expected to be courageous.

Here is the good news. Although courage is not easy, it is accessible to everyone. You can learn to lead more courageously too!





WHAT MAKES THIS PROGRAM DIFFERENT?



CHANGING MINDSETS



TEACHING SKILLS



PROVIDING TOOLS

Because courageous leadership is largely psychological, we begin with changing the way leaders think about what it means to be courageous. You don't have to be a Navy Seal of Leadership to act courageously. Courage is accessible to everyone.

But it's not just thinking about challenges differently, it's also about doing things differently. We provide a comprehensive tool box ready for tackling courageous tasks. When you complete this program, you will have tangible tools for real world application in a variety of situations.



MULTI-METHOD APPROACH

During this program you will be exposed to five learning methods: experiential simulations, video demonstrations, case studies, skill applications and personal reflection.



FUN!

Who says learning must be "Death by PowerPoint"? You'll love the engaging, interactive nature of this program.



WHAT YOU CAN EXPECT

The Courageous Leader is a one-day, highly engaging, development program focused on helping leaders build their courage muscles. During this program with our expert facilitator:

- You won't sit long because our training is interactive and experiential
- You'll be exposed to real world case studies of courage in action
- You'll tackle real challenges you face while leveraging new skills



LEARNING OUTCOMES

Participants who attend The Courageous Leader™ program will be challenged to think differently about the role courage plays in leadership while being provided new tools and skills to address tough situations head on. At the end of the program participants will be able to:

- Build a tolerance for pain
- Define values necessary for courage
- Seek additional meaning and perspective
- Create a plan for strategic action

Concepts explored in the program include:

- The Pain Scale and Human Response to Pain
- The Big Temptation
- Moving to Action vs. Reaction
- Price of Entry Values and Uniquely You Values
- Scared Algebra: Pain - Meaning = Despair
- Building Your Courage Muscle



TACKLING THE TOUGH STUFF IN A UNIQUE WAY

Personify Leadership is one of the most innovative and creative talent development companies in the market today. Here are just some of the elements of The Courageous Leader and other Personify Leadership programs that help you translate key concepts into on-the-job results.



Ease of Retention: You want tools you can recall in a moment's notice. The Courageous Leader isn't just theoretical; it is practical, using fundamental core concepts of human behavior to build courageous leaders.



Experiential Activities: Real-time examples and hands-on learning allow you the opportunity to experience courageous leadership rather than just study courageous leadership.



Video Demonstrations: Sometimes it's nice to "see" someone in action. Video demonstrations will help you to connect concepts to application.



Case Studies: Leaders want to know how this stuff applies in the real world. You'll work through various case studies based on real scenarios (names changed to protect the innocent!) to assist in the transfer of knowledge into application.



Group Discussion: Through group discussions, you'll have the opportunity to share your expertise as well as learn from others.



Personal Reflection: You will have the opportunity to apply what you have learned to your own situation for increased self-awareness and improvement.



Challenge: You will be challenged repeatedly to stretch beyond your comfort zone, thus building the courage muscle you'll need to tackle whatever comes your way.



Frequently Asked Questions about The Courageous Leader Program

Who is the target market for this program?

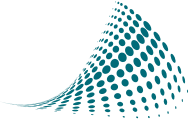
- Courageous leadership skills are applicable for all levels of leadership.

When and where is The Courageous Leader program offered?

- A Personify Leadership Master Facilitator can come to a location of your choice and lead the program directly for your organization.
- Personify Leadership also provides online certification and licensing for trainers and facilitators who are interested in delivering this program in-house or to their client base. Please see information about our Train the Trainer program.

How do I find out more?

- Please visit www.personifyleadership.com and click on "The Courageous Leader" tab to learn more.
- Please contact us at 1-800-495-5715 or info@personifyleadership.com



TRAIN THE TRAINER

Would you like to lead a fun, highly-interactive and comprehensive leadership development program for your organization? Are you someone who genuinely cares about helping others achieve their best? If so, we invite you to consider certification in The Courageous Leader. Train the Trainer candidates can register online at www.personifyleadership.com/thecourageousleader.

Why consider a train the trainer program?

- **Cost Savings:** In addition to acquiring new skills for yourself, you will also have the ability to teach what you learned to others. Once certified, you may deliver this workshop again and again in the method that makes the most sense for your organization's culture.
- **Network of expertise:** Our trainers are among some of the best in the world at delivering training and developing leaders. When you train with us you will be exposed to best practice methodology, information, resources and talent!
- **Tools in your tool bag:** Our training program is just the beginning! Once certified you'll continue to get tips and tools for facilitation and coaching, as well as for expanding The Courageous Leader program model in your organization to reinforce the learning.
- **Certification in The Courageous Leader program** qualifies you to become certified to deliver other Personify Leadership programs such as Personify Leadership™, Focus on Feedback™ and From Vision to Execution™.

